

MILLER

- Outlook for future price increase
- Effect of increased raw material costs (eg. aluminum)
- Rough breakdown of cost components in manufacture of beer
- Nature of our arrangement with Reynolds Metals
- Explain relationship with Molson - What control if any do we have in Canada?
- Marketing expenses as percent of revenue - Trends
- Breakdown of marketing between sales, media, promotion
- Profitability of premium beers versus below premium beers
- Outlook for excise tax
- Reason for recent decline in Genuine Draft
- Expected future volume growth / How much from new products?
- Status of our ice beers / Labatt suit
- Status of distribution system
- Breakdown of beer sales to retail outlets
- Acquisitions plans
- FEEMSA
- International volume / how much is exported and how much manufactured overseas?

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